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MORRILL'S

Hearts of Gold Cantaloupe



U. S. Department of Agriculture

*Typical
Specimen
Actual Size
and Color*

R. Morrill
Originator

VEGETABLE
SEED & ALL
HORTICULTURE

R. MORRILL & CO.

Seed Distributors

*Michigan's Largest
Cantaloupe Growers*

BENTON HARBOR

MICHIGAN

Why Morrill's Hearts of Gold Melon Leads All Others in Popularity

Origin We grew the first cantaloupes shipped to the Chicago market in 1872 on $\frac{1}{4}$ acre and have grown them in a commercial way ever since up to 500 acres per year and during that time have originated three of the most popular market cantaloupes. The last one is the variety on which we use the registered brand "Hearts of Gold." This variety was an accidental cross between the Osage and the Netted Gem in our fields about 1890 and combines the heavy gold flesh of the Osage with the heavy netting and tough, thin rind of the Gem or Rocky Ford as it is now known. It is about 25% larger than that variety, fully as uniform in size and equal as a keeper or shipper. Its delicious flavor and aroma excel either of its parents.

Market Quality and Price People will go farther and pay more for a good Hearts of Gold cantaloupe than for any other fruit grown.

Its field and marketing qualities are proven by the fact that for the past 10 or 15 years we have been able to sell to the most discriminating trade in Chicago, Detroit, and Buffalo, at 50% to 100% above the best California or Colorado brands, securing the trade of the best Hotels, Clubs and Dining-car lines as long as our melons are on the market.

Early and Long Shipping Season The Hearts of Gold is the earliest maturing strain of good cantaloupe, being a week to ten days earlier than the Pollock 10-25 or Burrell's Gem, commonly known to the trade as "Pink Meat."

The Hearts of Gold Cantaloupe is produced in 70 to 120 days from planting and will give daily pickings of fruit 30 to 60 days, depending on weather conditions.

We picked earlier and later than any grower of Hearts of Gold in this section.



A field view on the Morrill melon farms taken early this spring.

Bred Up Resistance to Frost and Unfavorable Weather Conditions

While none of the melon family can be considered frost resistant, yet we have had a most surprising experience with Hearts of Gold. At least three times in past years when other leading varieties have been killed by late spring frosts Hearts of Gold alongside would only show a few frosted leaves and would pull right ahead and make a crop. We ascribe this quality to extreme early planting in our rigorous northern climate for more than 25 years which has bred a hardiness into them not possessed by any other variety.

All of our plants are sprayed six times to avoid rust; all seed is hand cut and careful germination tests of the seed are made throughout the selling season.

They are the most resistant against unfavorable weather such as light frost, extreme drought or extreme wet weather of any known variety. Never develops bitter spot in the flesh like the Pollock during wet weather and seldom or never split at blossom end which frequently ruins a crop of the Pink Meats.

They will succeed on a wider type of soil than any variety we have ever seen and are certainly the highest quality cantaloupe ever produced.

The field and cropping quality of the Hearts of Gold is remarkable. In repeated tests alongside so-called rust resistant varieties they have held up with the best of them. In fact, we have secured practically the entire crop from our vines for the last ten years before the vines would falter or rust. In fact, rust has ceased to be a menace to us.

Thoroughly Pedigreed and Protected Against Deterioration

It is the most thoroughbred pedigreed type of melon in existence as we have been selecting our own seed from an ideal

Colorado. Have tried the Hearts of Gold listed by other seed houses, but they do not come up to your own Hearts of Gold. Do not have the flavor, do not yield nearly as well as yours, and had too many inferior and small fruit on vines. Please send seed as soon as possible.

type as to size, form, and quality for more than 25 years.

Ability to Hold Up in Transit

The Hearts of Gold picked when ripe will stand up in good order without refrigeration under ordinary temperature a week or more and improve in quality every day. If properly packed it will ship by ordinary express up to a thousand miles and market in good condition. If shipped under refrigeration it is good for ten days' journey.

Only One Source of Supply for Originator's Seed

Please note that our stock of seed is limited and that there is **no other source of supply** for originator's seed. We understand that certain seedsmen are preparing to put another variety on the market under the name, "Hearts of Gold." This is a rank fraud as they have never had an ounce of originator's seed.

In another case a leading Chicago seed house did purchase two pounds of our seed at full price and immediately afterwards their catalog came out offering our seed by the pound at one-half the price that they paid us for two pounds which is all that they have ever purchased from us. The customer can judge such deals for himself.

Sugar Content For the past 5 years the Michigan State Chemist has made tests through the season for the sugar content of our Hearts of Gold and has reported that our Hearts of Gold cantaloupes have the highest sugar content in this large melon section of the state. Therefore we feel that we are offering you the **highest quality** there is to be had. We grow our entire seed supply, insuring purity of variety. **We are constantly spraying through the growing season to avoid plant diseases and not just treating seeds on sale.**

Price List for Hearts of Gold Melon Seed Will be Found on Page 15

The Truth About Seed Breeding

Real Seed Breeding

There is a vast difference between **seed breeding** and **seed saving**. Seed breeding, like stock breeding, is an art and is almost entirely in the hands of a few persons who have a genius for it, some of whom confine their efforts to a single product, finding therein scope for all their ideas and ingenuity. Every seed or plant specialist has learned that **seed breeding** and commercial seed production are directly antagonistic. The enthusiastic breeder of a fruit, grain or vegetable puts all his energy and genius into the production of a superior type, having for his aim a type that exists in his mind which makes it a personal matter, and in the course of time he fixes a type that is his ideal while perhaps another party far away and under different environment is developing quite a different type of the same product.

The Why and How of Cheap Seeds

When a type satisfies the public so well that there is an urgent demand for it, commercialism steps in and dealers begin a systematic hunt for the cheapest source of supply, knowing full well that the average buyer is looking for something cheap and seed producers know several ways to accommodate the cheap trade. The wastes from tomato canneries and cantaloupe packing houses are a source of supply that fully meets this demand. If there should be several varieties and all culls in the lot, it will not affect the appearance of the seed and will fill the demand for something cheap. Catalogs offering seed as Hoodoo or Hearts of Gold will doubtless send Hoodoo.

Climate and Growing Conditions a Great Factor

Seed breeding has taught us many lessons valuable to the farmer when once understood. For instance, the northern limit of successful production of any vegetable, grain, fruit or animal will produce the highest type and quality.

Seeds or plants for best results should always move from the North to the South.

The difference would not be noticeable in a few miles but take seed corn, potatoes or cantaloupes moved from Michigan, New York or Maine, into Georgia or Florida and they will produce a better crop of higher quality and ripen a week or two weeks earlier than the same variety grown at home. That week or two means all the difference between profit and loss. Again, **Western growers have learned that grain, vine crops and potatoes grown without irrigation make much better seed** than that grown under irrigation. The writer has had some valuable experience along that line in Idaho and Utah with potatoes and cantaloupes.

For These Reasons We Warn Against Cheap Seed

"Pink Meat" type of cantaloupe has completely captured the best trade with the Hearts of Gold far in the lead where introduced. Already we hear with regret of plans to cheapen it by methods known to seedsmen but we shall continue to improve the variety by selection of perfect specimens from perfect vines.

From Connecticut Grower

Bridgeport, Conn.

The melons we received last year from seed bought of you were of exceptionally fine quality and sold without any trouble. In fact, we are getting a reputation of raising the finest quality melons of anyone around here. We attribute what success we have had to the use of your seed and cultural method.

Yours truly,

E. D. G.



Spraying Melon Field. We spare no expense to keep our vines free from disease.

The Birth and Growth of An Idea

Now An Accepted Fact

The past few years have certainly been eye-openers to every progressive farmer or gardener in the matter of seed breeding, and the comparative value of certain strains of grain, fruit and vegetables has been demonstrated in so many instances and in such an illuminating manner that shrewd growers are now giving most careful attention to the origin and history of the trees or seeds they plant. It has become the rule among good farmers to search for the best strain of seed instead of the old plan of looking around for the cheapest seed.

A New Application of an Old Practice

Farmers have long been wise to the value of correct animal breeding, but have been very slow in applying the same sensible rule to their seed grain or vegetables. That time has passed, and now when a man plans to devote a certain number of acres to any crop, he gives careful attention to the variety and quality of seed to be planted, knowing full well that the difference in cost between the best seed obtainable and the cheaper grades is infinitesimal as compared with the net results to be returned in a few weeks or months.

The Fight for Recognition of the Truth

The writer knows that he was the first man to introduce the subject of bud variation in fruits and seed variation in plants in a public way. It was at a meeting of the American Pomological Society in Grand Rapids, Mich., in 1884, and the suggestion was suppressed in ridicule by some of the greatest horticultural experts of that time. But 16 years later the writer had the pleasure of securing the Wilder Gold Medal from the same society for the "Most Meritorious Horticultural Achievement" of the period, and this was captured with an exhibit and practical demonstration of varietal

improvement in the Elberta peach from second generation of bud selection. Previous to that time I had demonstrated the value of the theory on potatoes and strawberries and had made a fine start on the improvement in cantaloupes.

Rewards of the Efforts of Years

Since that time I have devoted my time to the improvement of the cantaloupe with eminent success, until finally Nature gave me a reward in an accidental cross between two of my productions in my own field of a variety so superior in every way that I have spent many years on it with no expectation of ever seeing anything better. For years I grew a large acreage of the other leading market varieties alongside my favorite, which I had named "Hearts of Gold," but my sales book invariably showed that the Hearts of Gold were returning me from \$100 to \$250 more per acre than the other varieties, and many of my plantings ran from 125 acres up to 500 acres annually. A few years ago I dropped all other varieties. The object of this pamphlet is to introduce to you this remarkable variety in its purity.

Know the Source of Your Seeds

The wonderful popularity of the true Hearts of Gold on the market has led to a great deal of misbranding by ignorant or dishonest growers. One can find all the so-called pink meat varieties with the brand "Hearts of Gold" on them, and the unsuspecting buyer frequently gets stung buying them. When seed is saved by hotels and restaurants from all their purchases and planted by somebody, then the grower gets stung and the variety loses its reputation. We hope to correct this condition by providing a source of supply of pure, reliable seed of Hearts of Gold.

R. MORRILL, Originator

How to Sidetrack Depression

Cantaloupes were the best cash crop grown in Southwestern Michigan in 1931, which was a dry year as you know. Hearts of Gold came through with flying colors.

Why Farming Does Not Pay—and How It Can Be Made to Pay

Something to Think About A metropolitan newspaper said: "There seems to be something wrong with the farmer himself"—and the statement is true. Would you rather produce 500 bushels of wheat at a profit of 25c per bushel, or 1000 bushels at the loss of 25c per bushel? This question holds the solution of what is wrong with the farmer today. But if he will only accept the remedy offered—restore the fertility of his farm, and cease being a "soil robber"; in a few years he would enjoy an independent life of prosperity and hold an enviable place in the life of the Nation.

This is Plain Common Sense If farmers would reduce their present acreage of staple crops, seed down one-half their tillage land with clover, sweet clover, vetch or other legume, let it fall back on the land and re-seed itself until wanted again, and produce a short crop of high quality they would soon see what happens. A shortage of 25% in a food crop always puts the crop on a paying basis while a 25% surplus spells loss and disaster to the farmer. That is the truth. Now what is the answer? The answer is that 6,000,000 farmers in these United States are straining every nerve to grow more food than they can sell and blaming everybody but themselves for their hardship.

Of course the transportation companies want large crops as they get theirs as it rolls along; the manufacturer wants large crops cheap for his purposes; organized labor wants large crops

so they can get cheap food, numerous holidays. The newspapers fall in line of course because more than 100,000,000 people profit on the losses of 6,000,000 farmers.

Farming for Profit We sincerely believe the farmer or fruit grower will derive a better profit from growing Hearts of Gold cantaloupes than from any other crop. Thousands of our friends and customers have made splendid profits by following the simple growing instructions as outlined in the booklet we send you with an order for seed.

If you have some suitable land and are within reasonable distance of a moderate sized town your success is assured.

The cost of growing an acre in open field culture allowing yourself full wages should not exceed \$25.00 up to picking time. Under the glass and transplanting method they might cost \$75.00 per acre in labor and material. Planted 4x6 feet gives 1750 hills per acre. Damage by bugs, cutworms, etc., should not reduce final crop below 1500 hills per acre, and it is a poor hill that does not yield four fine melons. Many will mature 10 to 15 melons on good land and 10c to 20c each is a fair price for Hearts of Gold. They find ready sale anywhere as soon as sampled and their wonderful flavor discovered at from \$1.50 to \$2.00 per dozen. Do not think because common varieties will not always sell that the same is true of the Hearts of Gold as there is no fruit grown that has such a demand as Hearts of Gold where once introduced.



Healthy Vines and Fine Melons. Photo made in our fields just about the beginning of picking season.

Why Run The Risk of a Crop Failure?

Good Seed is the First Factor Toward Assured Success

Of course our prices for seed are higher than other varieties because our cantaloupes sell for about double the price of any other variety and when we cannot get as much for seed as we can get for the fruit we will sell the fruit and forget the seed. When you know that the cost of Hearts of Gold seed is only 1/15 to 1/25 of

the expense of producing and marketing a crop and the character of your seed determines absolutely whether you shall succeed or fail with the crop, no further argument should be needed. There are still plenty of men who hold a nickel so close to their eyes that it obscures the view of the big round dollar within easy reach.

The Roadside Market Has Proved to Be a Great Success

If you are located on a main highway or can get a location on one, you can no doubt do as well as our friends from Indiana who wrote us the letter at the right. You will find that a surprising amount of all sorts of farm produce can be sold at full retail prices.

Indiana. Had wonderful success with our 15 acres of your Hearts of Gold cantaloupes. We sold them all right here at our place, selling as high as \$700.00 in a single day. There was not a blighted vine in the field and vines were green as midseason when frost came. We are planning on forty acres next season and can sell every melon.

Valuable Booklet Free!

With each sale of seed amounting to \$1.00 or more, we will furnish a valuable new pamphlet containing new information on care of plants and prevention of new vine troubles prevalent in recent years, complete and up-to-date instructions on the methods for the propagation of Cantaloupes under glass for transplanting; also for open field culture. This pamphlet also contains complete information regarding diseases and insects injurious to this plant, with best means of control. Also some marketing information and hints valuable to the commercial grower or private gardener.



Field of Hearts of Gold Melons. This photo was taken on the Morrill farms. Note the excellent foliage growth. The field was sprayed six times, hence entirely free from rust.



"Daddy" of the commercial cantaloupe game; shipped the first package of cantaloupes ever shipped into Chicago from a crop of one-fourth acre in August, 1872, and the 50th consecutive crop from the same farm in 1922 (160 acres). The last twenty crops were principally Hearts of Gold.

which we cannot illustrate or describe is the and brings every customer back for more.

Plant Hearts of Gold for a Real Profit Crop

PLANT whatever size plot you can manage, keep every cent from sales in a fund until sold out and you will get an agreeable surprise. Many of our customers report from \$300.00 to even \$500.00 per acre depending on location, soil and skill. Wheat, corn, potatoes and several other crops are not returning cost of production. Starting in April or May you can have a nice bundle of ready money by October from planting of Hearts of Gold and no other crop can possibly make such returns in 70 to 120 days.

These illustrations are intended to fix facts in your mind. Each one is from a photograph on our farm or in our own business. We are trying to do you a real service by interesting you in the Hearts of Gold and to bring to you forcibly that it is a wonderful production. It has received more enthusiastic praise and endorsement than any other fruit since the introduction of the Elberta peach.

Please note the illustrations carefully. Please note particularly the actual size photograph of the half melon on the cover, also the thickness and color of the flesh. Its diameter is $5\frac{1}{4}$ inches and the seed cavity is $1\frac{3}{4}$ inches diameter. The thick flesh is dense but tender when ripe, the rind is about the thickness of an orange peel and about as tough. The one thing

flavor and that is what puts Hearts of Gold in a class by itself

The photo from which this engraving was made was taken on our melon farms, near Benton Harbor, by Mr. A. B. Morse of the A. B. Morse Co. of St. Joseph, Michigan, printers of this catalog. We grow quantities like it and even better and improve them every year.

We of course cannot guarantee your crop, as poor results might come from adverse conditions over which we have no control.

We want to sell you some Hearts of Gold seed for home or commercial use. We want you to succeed with them and will furnish you complete cultural instructions and help you in any way we can. We want you to return to us for your seed each year as we are constantly improving the variety and protecting it from mixture and are extremely anxious that it shall not run out or deteriorate and lose its good reputation.



Note the thick, yellow meat and attractive appearance of the originator's strain of Hearts of Gold Melons.



State chemist reported that melons from field where this picture was taken showed highest sugar content in the State.

New Crop of ORIGINATOR'S STRAIN Hearts of Gold Cantaloupe Seed Now Ready

Quality is exceptionally fine.

All growing and harvesting operations are under our direction and control.

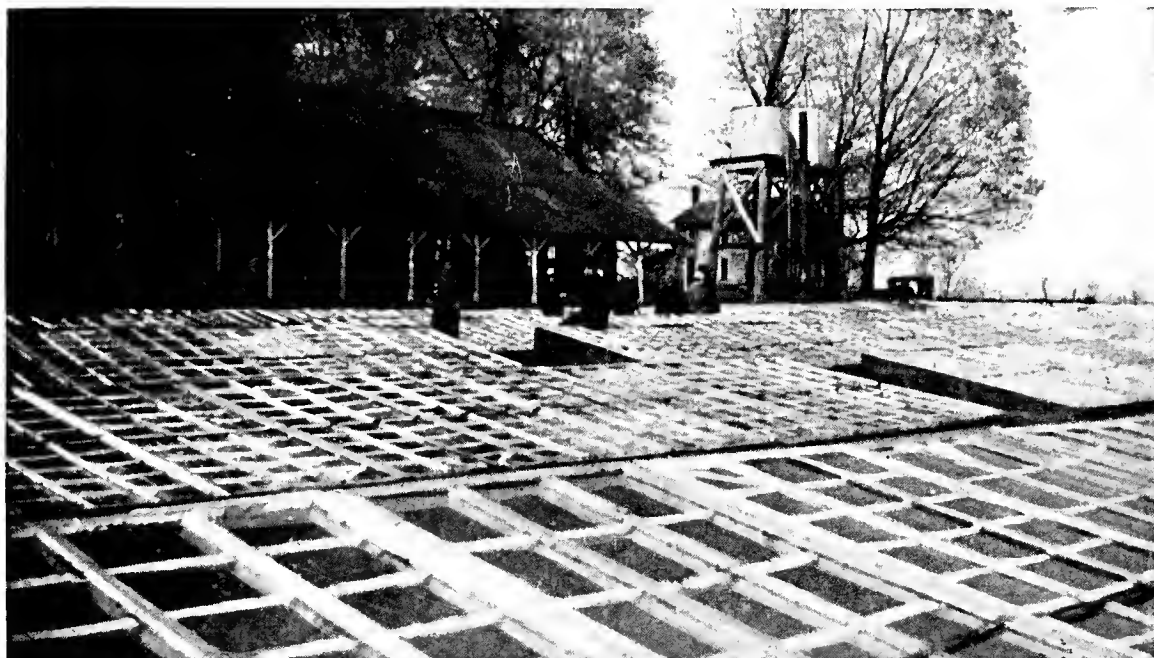
Seeding equipment is used for Hearts of Gold only.

Our fields are healthy and vigorous, plants having constantly been sprayed during growing season and no expense having been spared to keep this crop in a high state of production.

As the originators of this wonderful cantaloupe, Morrill's Famous Hearts of Gold, we have taken great pains to make seed selections of high quality and if possible improve our original strain.

Play safe by purchasing hand-cut Hearts of Gold Seed from Michigan's largest cantaloupe growers for fifty years and the originators of the Hearts of Gold.

Order early.



View showing a section of hotbeds, under which are propagated the famous Hearts of Gold Melon plants. One of our packing houses and pumping plant in background.

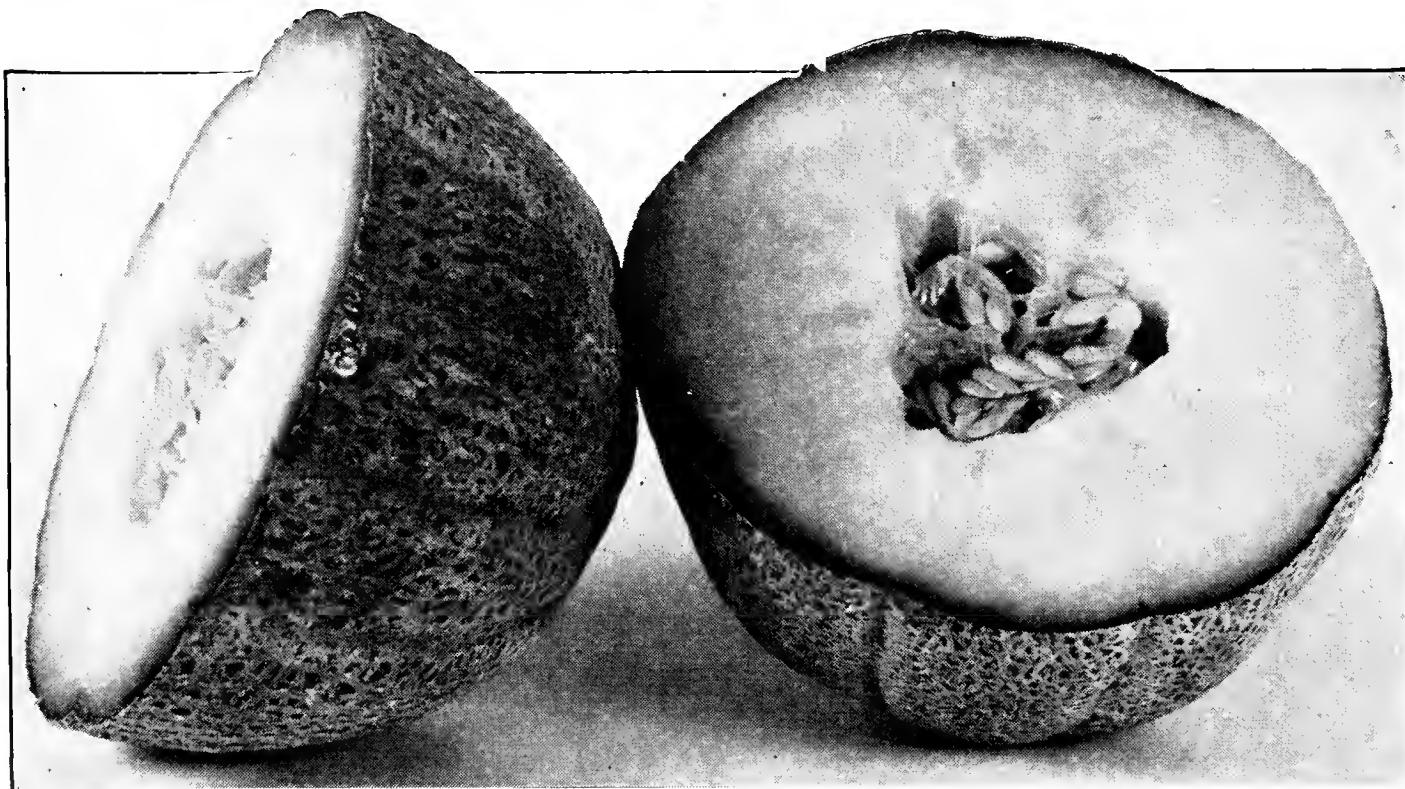
For Early Crop and Bigger Profits, Start Your Plants Under Glass

The propagation of cantaloupes under glass for transplanting is along similar lines as the growing of early tomatoes for market. An art which has taken more than forty years of experiment and experience to develop to the accuracy of our practice today.

The results aimed at and usually secured are as follows: First, twenty to twenty-five days gain in **earliness**. Second, a **full stand** in the

field preventing loss of land and fertilizer through an imperfect stand. Third, the production of a **heavier meated, better netted and higher flavored** melon than can be secured through open field culture. We know these results are secured through the transplanted plant that has been properly grown under glass.

See page 12 about our free booklet of instructions.



Hearts of Gold Melons are positively the best and most rapid selling market variety.

Kind Words From Our Growers

We are pleased to publish a few letters on the following pages from customers to whom we have sold Hearts of Gold Melon Seed. These letters all come to us absolutely unsolicited and believe you will be interested in reading them. We hope to have your order for some seed this season and are sure you will be greatly pleased with the melons. Please note the Hearts of Gold are grown in all parts of the United States.

Arkansas. My Hearts of Gold cantaloupe vines stood up wonderfully during the drought, bore a good crop of fine quality. I always find a ready market for Hearts of Gold. I sell all the Hotels and Cafes here. They have used my Hearts of Gold for six years and won't use any other variety. Yours for success.

Canada. "We are interested in a fairly large planting of your Hearts of Gold cantaloupe seed. From past experience of several years the Hearts of Gold seed obtained from you has been very satisfactory." "We have been growing your Hearts of Gold cantaloupes for ten years, also our neighbors, and the demand grows each year for this melon." "Have grown your Hearts of Gold two seasons and have found them a very fine melon and true to type."

Illinois. Though an amateur in growing melons, my crop of Hearts of Gold was fine. I had a melon patch like your picture, no end to the melons and of the best. They had the sweetest and finest flavor. I never ate anything like them and the trade especially liked them. Please say this for me that anyone wanting a fine melon for table or for sale that there is nothing like the Hearts of Gold. I had poor success when I tried to save my own seed and also when I bought cheap seed called Hearts of Gold or Hoodoo. It surely was Hoodoo to my sorrow.

Indiana. "Have used your Hearts of Gold seed several times. They are the most satisfactory melons I have ever grown." "Have used your seed 8 years. Last crop averaged 10 to 21 melons per hill."



Looking East in one of our fields. Packing houses in the distance.



Maine. Wish to thank you very much for the Growing Instructions that you sent me with my order of Hearts of Gold cantaloupe seed. I tried to follow your directions, growing them under glass, spraying several times, etc., and I had a very heavy crop of extremely fine melons.

Massachusetts. There is no doubt that the Hearts of Gold are the most superior flavored melon I have ever grown. Benders are good in quality but vary tremendously even in each hill. Hearts of Gold are true to type. Twelve melons cut would all be the same sweet perfect flavor. No other of the fifteen varieties that I plant can I say the same of.

Michigan. We raised Hearts of Gold melons from seed purchased of you and they were surely all you represent them to be and expect to order more soon for planting under glass so as to be early on the market and get good prices.

Pennsylvania. "Had very nice crop of Hearts of Gold melons although we were stricken with drought as well as a hail storm. Melons were of fine quality." "Had fine success with our Hearts of Gold last year and am increasing space this year."

Nebraska. Raised 9 acres of your Hearts of Gold cantaloupes last year and had fine crop. Had an **average of about 15 melons to the hill.**

New Jersey. Have raised your Hearts of Gold cantaloupes for several years. Although I am not on a main highway I have a roadside market and customers come for miles after them. I raised 4 acres of them last year and sold most of crop at home. This year will need 10 lbs. of seed.

New York. Your Hearts of Gold cantaloupes are certainly delicious. We are enjoying them to the utmost and they come up to our expectations in every way, and are truly a veritable treat, notwithstanding that our own County, Monroe, is very well known for its fine Irondequoit melons. Still, the flavor of your Hearts of Gold is way ahead of anything we have ever tasted.

Ohio. Your Hearts of Gold seed produced me the best crop I ever raised of cantaloupes of the best quality that I ever ate. Yours for more melons.

Delaware. Think your Hearts of Gold are a superior cantaloupe to any other variety grown in this section.

South Dakota. "Had melons last year in spite of the drought." "Have had your Hearts of Gold seed a number of times and have had most excellent results with it."

Indiana. Last spring I planted 10 lbs. of your Hearts of Gold. We have picked the patch now starting the fourth week and can hardly see where we have picked any melons. Today's picking ran over 100 bus. Have had some 8 inches in diameter. Still have lots of large ones. We grade in five sizes and the two larger sizes make twice the bushels that the three smaller sizes do. Had a Purdue University man in the field the other day and he said it was the best patch he ever saw. I used 750 lbs. of 2-16-8 to the acre and of course sprayed well. We sure have the **quality melon.** Every customer around here is satisfied to the limit for quality. Never had a kick. Have sent out truck loads the like of which never was seen here.

Maryland. "The Hearts of Gold cantaloupes shipped on our order were very delicious and I hope an 'AD' for us both. I intend to plant only Hearts of Gold and from seed purchased from your house. My loss this year from fake Hearts of Gold seed from common seed store runs into hundreds of dollars. I am just as proud of your extraordinary business service and accommodations as I am of your **Special True-to-Name Seed.**" "Had a good crop of Hearts of Gold cantaloupes this season. Have been buying my seed from you for 9 years. Your seed has always been good and straight. It pays to plant good seed."

Washington. Had fine success with your Hearts of Gold seed. One day packed 36 crates and only graded out one apple box of culls. Some ran too large for packing in crates.

Michigan. We used your Hearts of Gold seed and had fine crop of melons considering the dry weather. Your Hearts of Gold are the best melons we ever raised; no trouble to sell them. The only trouble was that we did not have enough.

Alabama. This will be my eleventh year of planting your Hearts of Gold cantaloupe seed. It's the **only cantaloupe** to grow.

Delaware. We had fine crop of Hearts of Gold in spite of drought, picked for over six weeks. Had fine flavor and good prices and of course are in market for more of your seed.

Tennessee. I find by experience this Hearts of Gold to be the best cantaloupe that I have ever tasted and also substantiate by other good judges.

Texas. Have bought seed of you several times and they have always been very satisfactory.

West Virginia. Have planted cantaloupe seed for years in my garden but never raised any till I bought Hearts of Gold seed from you. I only bought \$1.00 worth but most any one here would have sold for more than the \$1.00.

Mississippi. Hearts of Gold are the best in the world.



North Carolina. We like your Hearts of Gold cantaloupes very much. We do market gardening and find them ready sale for our customers think them excellent.

Canada. Hearts of Gold were better than any variety I grew, always a good seller, made more money per acre, and are really the best cantaloupe in the world. They hold the record with me.

Colorado. I put the Hearts of Gold ahead of any cantaloupes that I have had experience with. My Hearts of Gold tested 18%, well above other leading varieties in this valley.

Delaware. Had very good crop of cantaloupes from your Hearts of Gold seed. Quality was fine and prices the best that we ever got for them. Cleared \$650.00 from two acres.

Missouri. Have been growing your Hearts of Gold seed for past ten years. Sometimes I save my own seed, but have found that your seed is twice as productive as what I have saved myself, also more uniform. Have been growing cantaloupes for market more than forty years, and have found your strain of Hearts of Gold is best I have ever tried, and have tried many kinds of cantaloupes. Would not plant anything else even if the seed were given to me.

Oregon. Have grown your Hearts of Gold several years exclusively with marked success. We market through grocers and tourists on Pacific Highway. Please rush seed. Can get so-called Hearts of Gold here but I know what I want—THE BEST.

West Virginia. Have planted cantaloupes every year since boyhood but never was successful till five years ago when I bought my seed from you and had a wonderful crop.

New Jersey. We have used your Hearts of Gold melon seed for several years, and our growers think very highly of it. It meets the requirements of our Atlantic City market, where they are mostly sold. Hearts of Gold seed secured from you was superior in several instances to the Hearts of Gold seed secured locally.

Kansas. Harvested heavy crop of Hearts of Gold and had no trouble in disposing of them at good prices. Can strongly recommend the buying of your Originator's Seed of Hearts of Gold, as we know from experience that seed coming from some of the other seed houses are not the true strain and melons not as good by far as the ones raised from your seed.

Iowa. Have planted your strain of Hearts of Gold melons for 10 years and always get good results. They sure have the flavor.

Minnesota. Only had a small plot of Hearts of Gold, but raised over fifteen hundred melons. Have enjoyed Hearts of Gold for years.

Montana. Have raised Hearts of Gold two years and they are highly demanded by my customers.



This engraving was made from a photo of one vine of Hearts of Gold Melons. There were 13 marketable Melons on the vine when the photo was taken.

Benton Harbor State Bank, Benton Harbor, Mich.

Dec. 17, 1931.

To Whom It May Concern:

It gives us considerable pleasure to give a word of recommendation for the firm of R. Morrill & Co.

We have known these people for a great many years, and know them to be people of character and worthy of all confidence.

We can assure the public that any dealings they may have with them, whether large or small, will receive prompt and careful attention.

Yours very truly,
M. P. RESCH, President.

Iowa. Have been planting Hearts of Gold seed for eight years and I always sell all, never having enough for the demand.

Tennessee. Have planted many kinds of cantaloupes trying to find a dependable one, and not until I tried Hearts of Gold did I feel that I had reached the best. They should be called "Seek no Further," for when tried it is not wise to seek for something better, for it cannot be found.

Utah. Have been planting your Hearts of Gold for nine years and they are best by test.

Oregon. Please send seed for eight acres of Hearts of Gold cantaloupes. I introduced them here several years ago and have grown them ever since with marked success. I can get cheap seed here, but I want the **best seed** obtainable.

Nevada. Have been raising Hearts of Gold for seven years and find they are all you say for them and more. Have a roadside market and I like to advertise a good thing.

Kentucky. Customers of five to ten years report fine crops.

Wisconsin. Have raised Hearts of Gold melons from your seed for the past ten years and have found them good sellers.

Oklahoma. Had good success with my Hearts of Gold cantaloupes. Melons were plentiful here yet I could easily sell mine where others failed.

Pennsylvania. Was much pleased with the results from your Hearts of Gold cantaloupe seed. Have raised melons for several years but do not think that I have ever had a purer strain of any kind of melons. Every melon was good and no "off types".

Michigan. Planted three acres of your Hearts of Gold cantaloupe seed last year and the yield was very favorable considering the dry season, only one rain after planting. They yielded about 150 bu. per acre and their flavor was delicious and everybody around here wanted those melons.

Price of HEARTS OF GOLD Seed

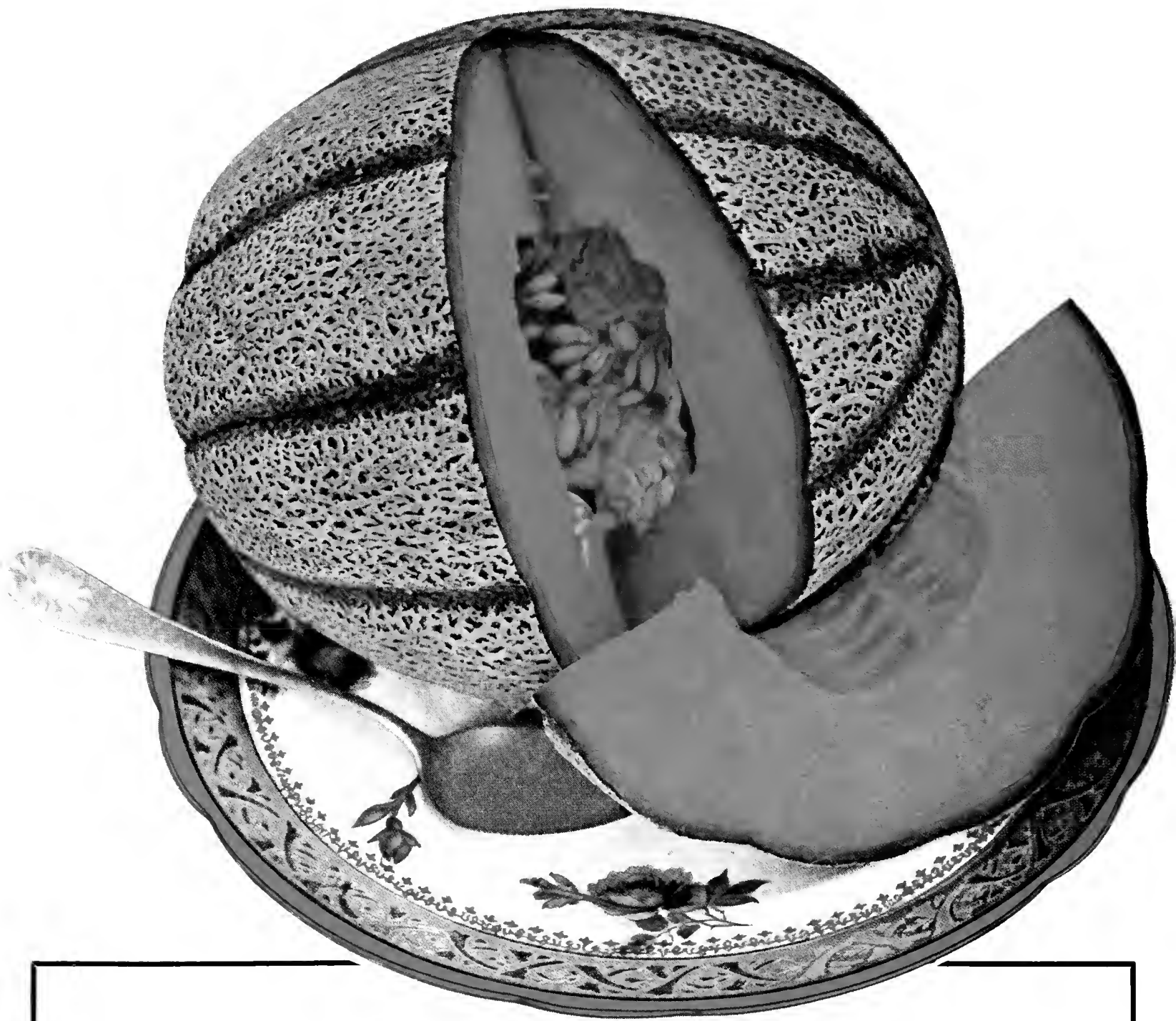
1932 & 1933

The price on Hearts of Gold seed can never be as cheap as other varieties, as it is a very light seeder, and sells so readily that nobody can afford to cut the melons for seed purposes at prices obtained for seed of other varieties. Amount of seed required if grown under glass, 1 lb. per acre; if field planted 2 lbs. per acre.

| | | |
|------------------------------|-------------------|------|
| 1 lb. Seed | \$3.50 | 3.00 |
| 1/2 lb. Seed | 2.00 | 1.50 |
| 1/4 lb. Seed | 1.35 | 1.00 |
| Garden pkg. Seed | 1.00 | .75 |
| 5 lbs. or more, per lb. | 3.25 | 2.75 |

Please send P. O. money orders or Express money orders.

We of course cannot guarantee your crop as poor results might come from adverse conditions over which we have no control.



Morrill's HEARTS of GOLD MELONS

Top the market at every point, in
Appearance, Flavor, Thickness of
Meat, Popular Demand and Price

R. MORRILL & Co.
Benton Harbor, Michigan